LEO BURNETT COMPANY, *Inc.*
Ad No. 504—Kneeling Cowboy—Req. No. 78571—Page—B/W—7 x 10 in.—Trade Magazines, 1971 (A)
Printed in U.S.A.

Come to where the flavor is.

Come to Marlboro Country.

You get a lot to like with a Marlboro.

20 mg."tar," 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70

Source: https://www.industrydocuments.ucsf.edu/docs/pjgn0003